

Scottsdale/Arizona

Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area

City of Scottsdale

Ad Hoc Citizens Advisory
Working Group

U R B A N D E S I G N A S S O C I A T E S

February 2005

Introduction

I Introduction

Purpose

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This document identifies the issues and objectives for the ASU-Scottsdale Center for New Technology and Innovation (ASU-Scottsdale Center) site and the surrounding area. It will serve as the support for the re-zoning of the ASU-Scottsdale Center site and as the final report of the Ad Hoc Citizens Advisory Working Group. The guidelines and framework of this report indicate Scottsdale's aspirations for the site and surrounding area. They are not to be taken as absolutes, or to be applied only to the Arizona State University Foundation (ASUF) developer, but will be used to guide the direction of development of the site and surrounding area.

Background

In August 2004 the City of Scottsdale purchased the vacant 42-acre former Los Arcos Mall site with the purpose of revitalizing the southern part of Scottsdale and promoting economic vitality. The City's goal for the site and surrounding areas is to create "an urban, mixed-use knowledge-based center, which includes high-tech business incubation, education, research, office, and possible creative options to incorporate appropriate residential, commercial, and supportive retail uses."

Also in August, the City entered into a long term lease agreement with the ASUF for 37 acres of the site on which will be situated the ASU-Scottsdale Center. The City retained 5 acres of the 42 acres for future development. The vision of ASUF for the 37 acre ASU-Scottsdale Center is for "a unique 21st century business community location for technology innovation and commercialization that stimulates the economy, revitalizes the neighborhood and brands the City, ASU and the region as leaders in the knowledge economy." The lease requires significant investments to be made by the City and ASUF.

In November 2004, the Scottsdale City Council selected Urban Design Associates (UDA) of Pittsburgh to work with city staff and the community to prepare guidelines and a framework plan for the ASU-Scottsdale Center site and to develop a revitalization strategy for the Scottsdale Road and McDowell Road corridors. Also in November, the City Council appointed an eleven member Ad Hoc Citizens Advisory Working Group to work with city staff and UDA and to advise Council on development guidelines and a framework plan for the ASU-Scottsdale Center and the surrounding area.

II Planning Context

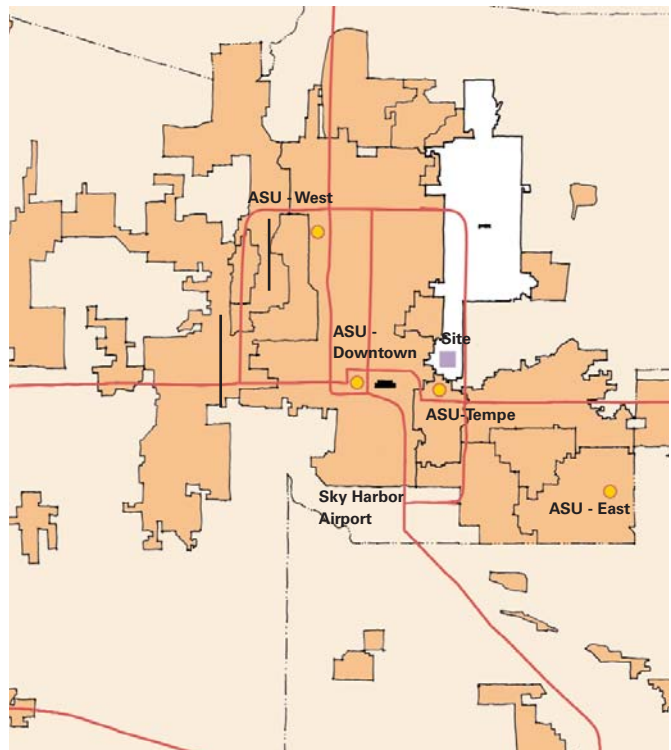
The ASU-Scottsdale Center site is located in Scottsdale at a strategic point in the Phoenix region at the intersection of two major arterial streets, Scottsdale and McDowell Roads. The site is within minutes of the ASU Tempe Campus and Downtown Scottsdale. Also conveniently nearby are the Phoenix Sky Harbor Airport, Downtown Phoenix, and the Loop 101 and Loop 202 Freeways.

This section of Scottsdale, as one of the earliest-settled parts of the City, is characterized by single-family residential neighborhoods and strip commercial development along the arterial roads. Two regional open space amenities flank Scottsdale: the Indian Bend Wash to the east and Papago Park to the west.

The closing of the Los Arcos Mall in 1999 left a hole in the City. Controversial redevelopment proposals for a sports arena and later for big-box retail developments did not materialize and further frustrated residents. In addition to the loss of jobs and tax base for the City was the loss of the community shopping center and gathering place for this part of Scottsdale.

Regional Map

The ASU-Scottsdale Center is located in the center of the region, proximate to the airport, ASU Tempe and Downtown Scottsdale.



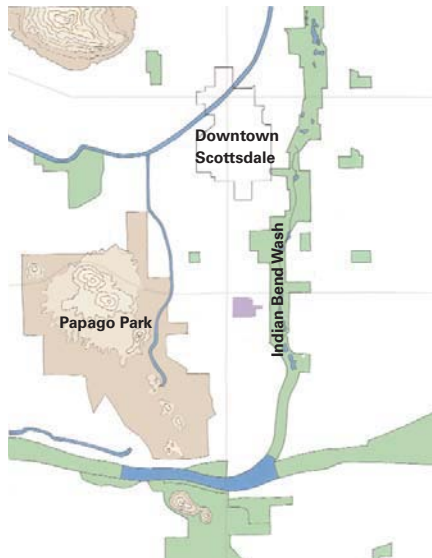
The development of the ASU-Scottsdale Center is a catalyst for the revitalization of the commercial corridors of Scottsdale Road and McDowell Road. This project is one of many revitalization projects and proposals, including: Scotts-

dale Road aesthetic/streetscape enhancements; McDowell Road streetscape; Capital Improvement Projects (e.g. storm-water drainage); transit enhancements; and the overall Scottsdale Revitalization Program.

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Parks and Open Space

The Center is located between two of the region's most popular recreational destinations: Papago Park and the Indian Bend Wash.



Indian Bend Wash

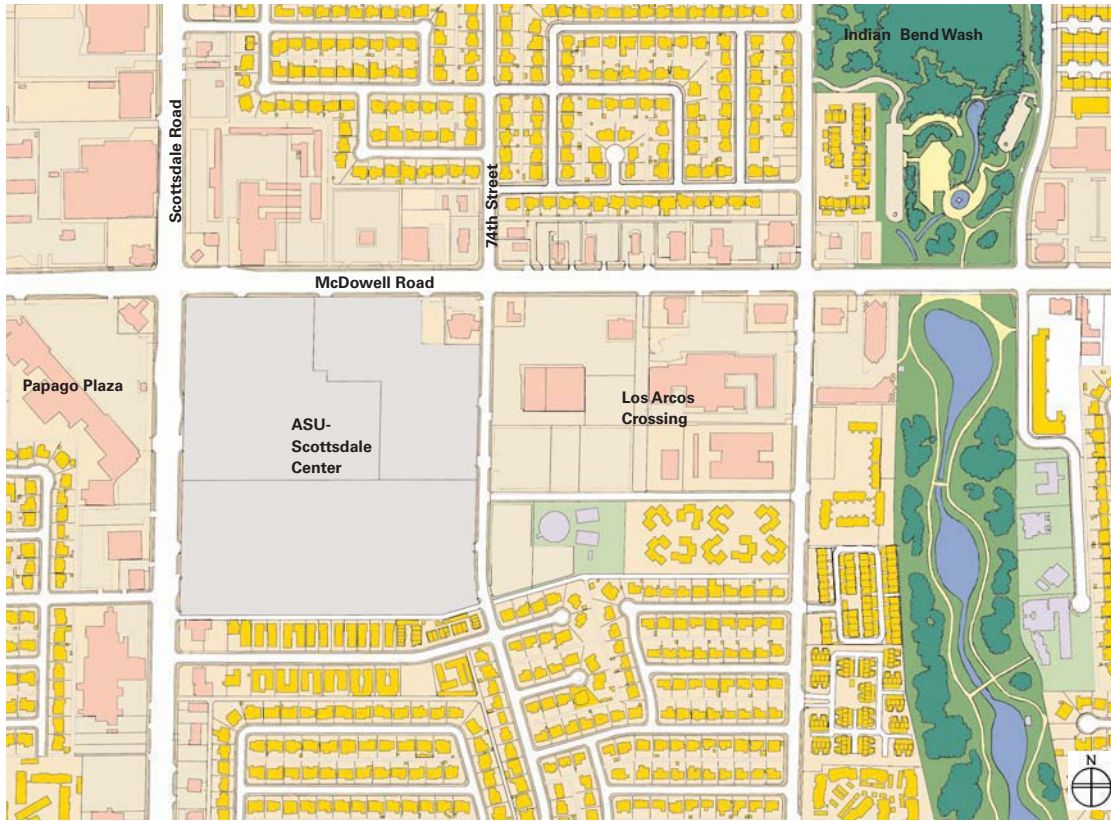


Portrait

The Center will be located at the 100% corner (active intersection of Scottsdale and McDowell Roads) in this part of Scottsdale and adjacent to a major redevelopment opportunity at Los Arcos Crossing.



Neighboring commercial center



Portrait

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The site is located at the southeast corner of Scottsdale Road and McDowell Road.

*(below left)
Southeast view of the site from the intersection of Scottsdale Road and McDowell Road*

*(below right)
View northwest from the site at the corner of Scottsdale Road and McDowell Road*



III Ad Hoc Citizens Advisory Working Group

The eleven member Ad Hoc Citizens Advisory Working Group (Working Group) was appointed by Scottsdale City Council on November 16, 2004 to provide community perspective and to seek neighborhood input on planning concepts for the ASU-Scottsdale site and surrounding areas. They were charged with three tasks over the course of six months (November 2004 to April 2005).

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- 1 Identify opportunities and constraints that exist in the Scottsdale-McDowell Road Corridor area immediately surrounding the ASU-Scottsdale Center site
- 2 Create a framework plan for the ASU-Scottsdale Center site
- 3 Identify land use options for the two parcels totaling five acres of land retained by the City for development

In looking at these areas, the Working Group was asked to consider at least the following items:

- Connections to, and integration with, adjacent commercial and residential neighborhoods
- Land use relationships between the site and adjacent parcels and economic vitality
- Public open spaces/sense of place
- Circulation including pedestrian, vehicular, bicycle, and transit opportunities
- Parameters of development – building, massing, and setbacks

Working Group



Beginning November 18, 2004, the Working Group met weekly and worked with city staff and UDA, the planning consultant. Their work was highlighted by a four day design charrette at the Community Design Studio the week of January 10, 2005.

An initial UDA team trip to Scottsdale in November included meetings with the Working Group, community leaders, and focus groups, along with collection of base data and previous planning reports. UDA documented and photographed the site and adjacent neighborhoods.

Throughout November and December, the Working Group crafted Guiding Principles for the ASU-Scottsdale Center site and surrounding area. They discussed goals, opportunities, and constraints of revitalization of this area. An important basis of the Working Group process was the work of UDA,

who prepared analysis of the data, a summary of the issues, local and national precedent studies of similar developments, and development frameworks.

The public design charrette was hosted by the Working Group during the week of January 10. Design guidelines to illustrate concepts expressed in the guiding principles were developed by the UDA team in collaboration with the Working Group and city staff. Focus groups were reconvened for additional input and reaction to the design concepts. A community workshop was held at the Community Design Studio on January 13, at the end of the charrette to present the design alternatives for further citizen input.

The Design Charrette, Working Group discussions, and focus groups have formed the basis for this report to the community and the City Council.



Public Process

The Development Guidelines were developed in an open, public process engaging citizens and stakeholders.